

wanted to read.

Harold R. Lifvendahl, vice president and director of sales at the Chicago Tribune, said that in the past 10 years there had been a 10 percent decline in newspaper readership among 18- to 24-year olds. The total decline -- four percent -- had already cost the newspaper industry 2.5 million readers. While the large regional dailies may have suffered most, all papers are concerned.

Some newspapers are already making changes based on the increased emphasis on leisure time -- more sports coverage, more women's sports coverage, more consumer information, and recipes, fashions, features and stories about "how to cope".